

Travel to Outback NSW Tourism Region

Year ended March 2021

Source: National Visitor Survey, TRA.



OVERVIEW

Domestic - overnight & daytrip	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	% change YE Mar21 vs. YE Mar20
Visitors ('000)	467	401	517	646	716	738	639	890	887	711	-19.9%
Nights ('000)	1,062	992	1,171	1,690	1,585	1,904	1,690	2,256	2,024	2,445	20.8%
Expenditure (\$ million)	\$173	\$193	\$200	\$226	\$222	\$331	\$277	\$298	\$363	\$299	-17.8%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	% change YE Mar21 vs. YE Mar20
Visitors (000)	322	289	354	442	430	507	498	574	605	477	-21.2%
Nights (000)	1,062	992	1,171	1,690	1,585	1,904	1,690	2,256	2,024	2,445	20.8%
Average Length of Stay	3.3	3.4	3.3	3.8	3.7	3.8	3.4	3.9	3.3	5.1	53.2%
Expenditure (\$ million)	\$158	\$188	\$182	\$197	\$192	\$310	\$258	\$261	\$316	\$276	-12.6%
Spend per visitor per night (\$)	\$149	\$189	\$156	\$117	\$121	\$163	\$153	\$116	\$156	\$113	-27.7%
Intrastate visitors (000)	174	155	202	254	257	296	301	356	367	340	-7.3%
Interstate visitors (000)	148	133	152	188	173	210	197	218	238	137	-42.5%
Intrastate nights (000)	604	577	581	1,018	955	1,074	955	1,524	1,244	1,510	21.3%
Interstate nights (000)	459	416	590	673	630	830	735	732	779	935	20.0%
Intrastate expenditure (\$ million)	\$80	\$111	\$101	\$120	\$136	\$144	\$156	\$128	\$194	\$181	-6.3%
Interstate expenditure (\$ million)	\$78	\$77	\$81	\$77	\$57	\$166	\$103	\$133	\$123	\$95	-22.6%

Purpose of Visit

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Holiday	186	182	172	213	183	213	207	240	247	143	-42.1%
Visiting Friends & Relatives	64	51	64	74	59	79	104	85	104	97	-6.4%
Business	n/p	n/p	n/p	116	156	177	149	183	193	182	-6.0%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	72	69	n/p	-
Total	322	289	354	442	430	507	498	574	605	477	-21.2%

	Nights (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Holiday	617	606	657	774	722	810	732	1,347	768	630	-18.0%
Visiting Friends & Relatives	279	210	260	405	258	227	450	224	349	438	25.4%
Business	n/p	n/p	n/p	388	534	766	423	506	674	1,215	80.3%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	179	232	n/p	-
Total	1,062	992	1,171	1,690	1,585	1,904	1,690	2,256	2,024	2,445	20.8%

Origin

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Regional NSW	146	118	150	191	194	210	207	289	286	269	-6.1%
Sydney	n/p	n/p	n/p	n/p	n/p	87	93	n/p	n/p	n/p	-
Total Intrastate	174	155	202	254	257	296	301	356	367	340	-7.3%
Victoria	77	n/p	n/p	n/p	n/p	77	85	77	121	n/p	-
Queensland	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
ACT	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other Interstate	50	55	63	66	45	54	74	85	n/p	n/p	-
Total Interstate	148	133	152	188	173	210	197	218	238	137	-42.5%
Grand Total	322	289	354	442	430	507	498	574	605	477	-21.2%

Age

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
15-29	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	100	n/p	-
30-39	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
40-49	n/p	n/p	n/p	n/p	n/p	82	n/p	86	99	100	1.1%
50-59	71	54	74	126	116	121	75	106	107	79	-26.5%
60-69	75	89	74	79	100	109	113	147	130	106	-17.9%
70+	40	51	31	58	56	41	73	70	93	n/p	-
Total	322	289	354	442	430	507	498	574	605	477	-21.2%

Travel to Outback NSW Tourism Region

Year ended March 2021

Source: National Visitor Survey, TRA.



Travel Party

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Travelling alone	80	n/p	111	125	155	171	139	160	184	230	24.6%
Adult couple	85	118	90	116	118	150	162	139	161	103	-35.8%
Family group - parents and children	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Friends or relatives travelling together with(out) children	91	69	62	109	64	118	115	105	143	88	-38.7%
Business associates travelling together with(out) spouse	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	322	289	354	442	430	507	498	574	605	477	-21.2%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Eat out / dine at a restaurant and/or cafe	127	128	133	179	189	252	248	293	274	222	-19.2%
Pubs, clubs, discos etc	73	78	92	118	124	123	133	141	225	174	-22.6%
Sightseeing/looking around	99	86	95	122	93	145	141	146	144	109	-24.3%
Visit friends & relatives	88	58	100	110	94	103	131	128	128	106	-17.9%
Visit history / heritage buildings, sites or monuments	n/p	n/p	n/p	n/p	n/p	55	n/p	65	78	75	-3.9%

Top 3 types of Accommodation used (sorted by the latest year)

	Nights (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Friends or relatives property	252	n/p	200	485	384	265	430	899	435	677	55.7%
Standard hotel/motor inn (below 4 star)	277	256	298	454	427	364	410	477	399	428	7.1%
Caravan park or commercial camping ground	n/p	204	334	324	279	364	275	291	336	341	1.5%

Top 3 types of Transport used (sorted by the latest year)

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Private vehicle or company car	247	223	279	309	358	403	406	427	487	421	-13.6%
Aircraft	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Self-drive motorhome or campervan	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

DOMESTIC DAYTRIP TRAVEL

Domestic Daytrip visitor data for the region is statistically unreliable.

n/p = not publishable; n/a = not available

The Outback NSW includes: Bourke, Broken Hill, Cobar and Lightning Ridge.